

Figure 1 : Interactive Online Coupon Decision Support System

FIG. 1

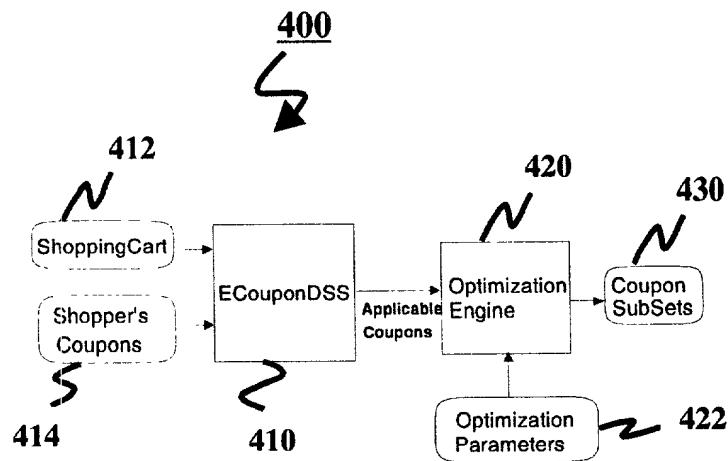


Figure 4 : EcouponDSS with Optimization Engine

FIG. 4

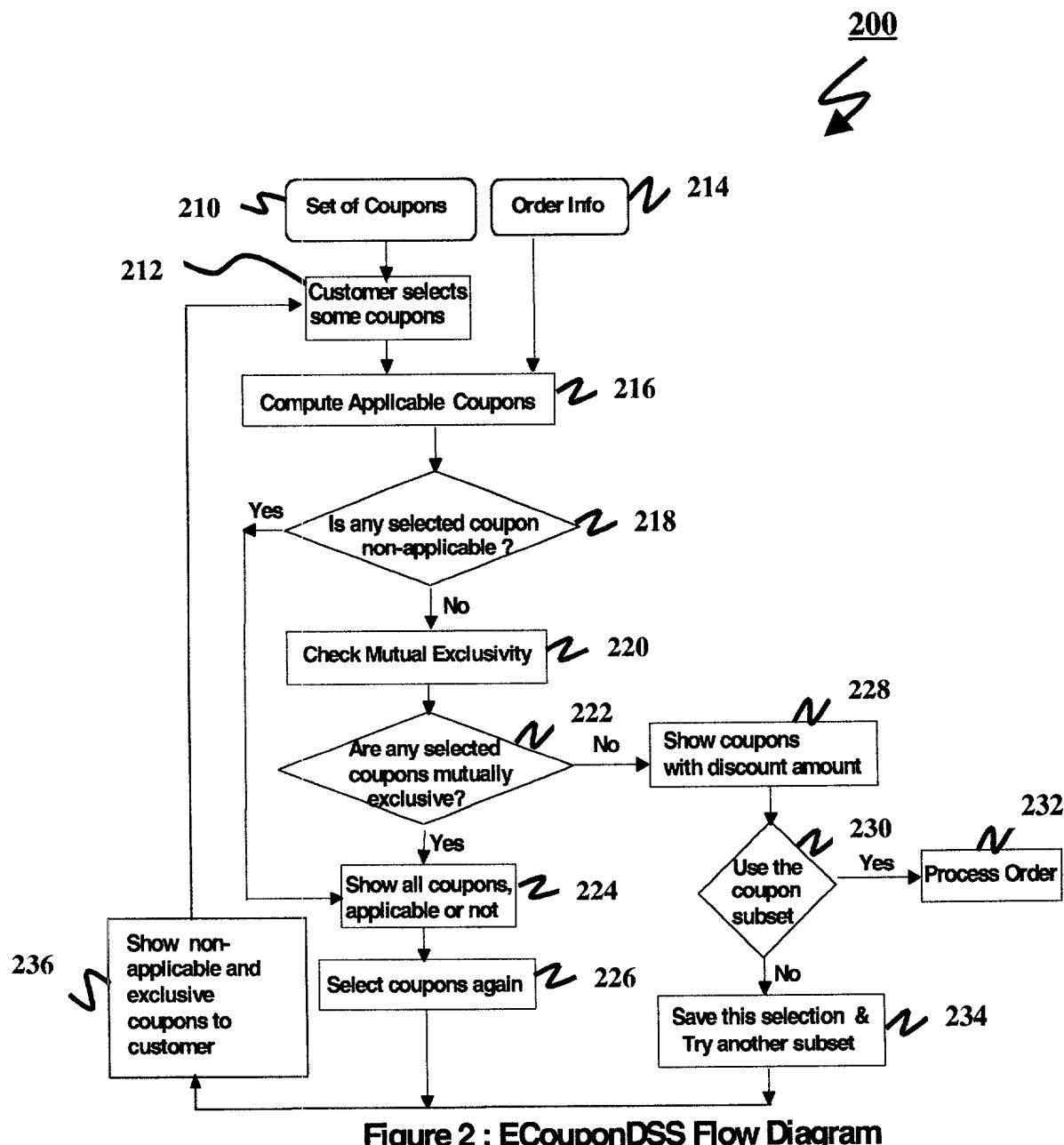


Figure 2 : ECouponDSS Flow Diagram

FIG. 2

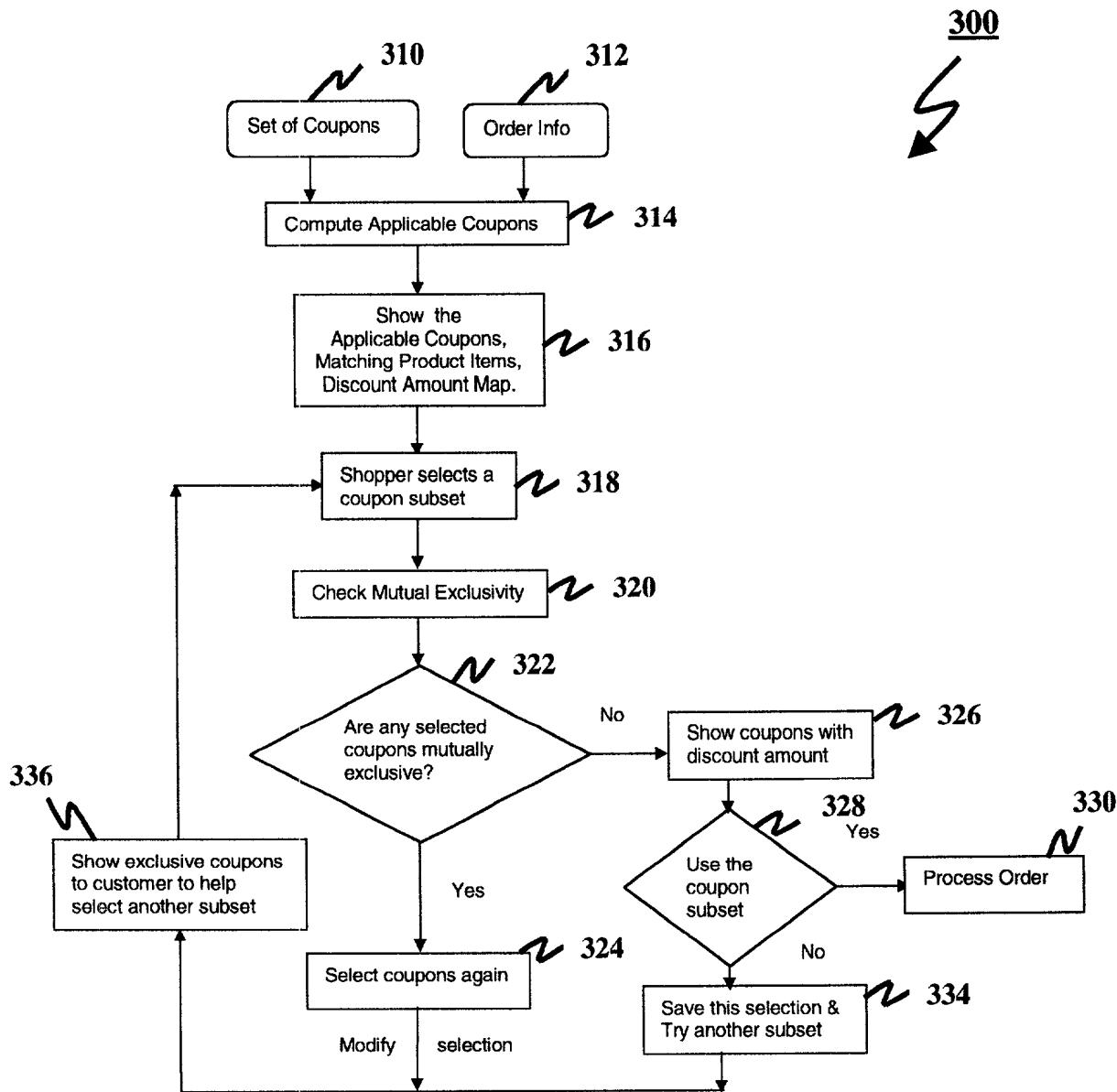


FIG. 3

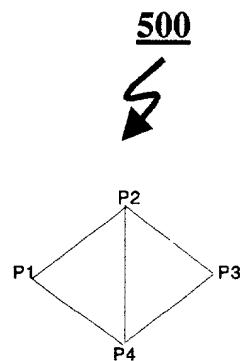


Figure 5: Conflict Graph

FIG. 5

600
↙

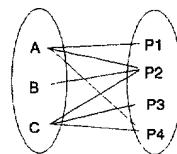


Figure 6: Bipartite Graph

FIG. 6

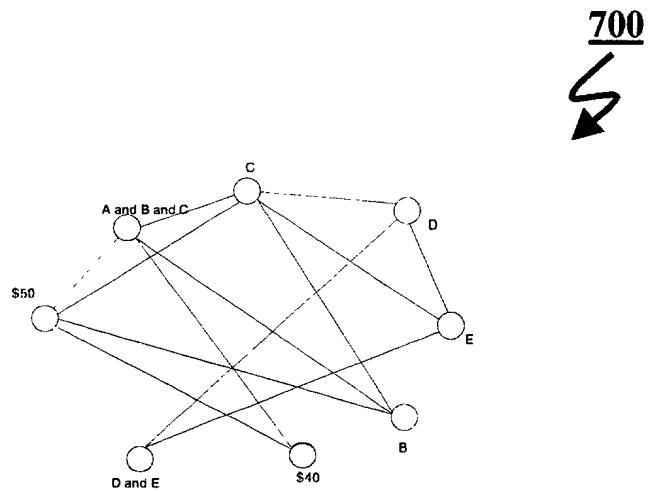


Figure 7: Conflict Graph

FIG. 7

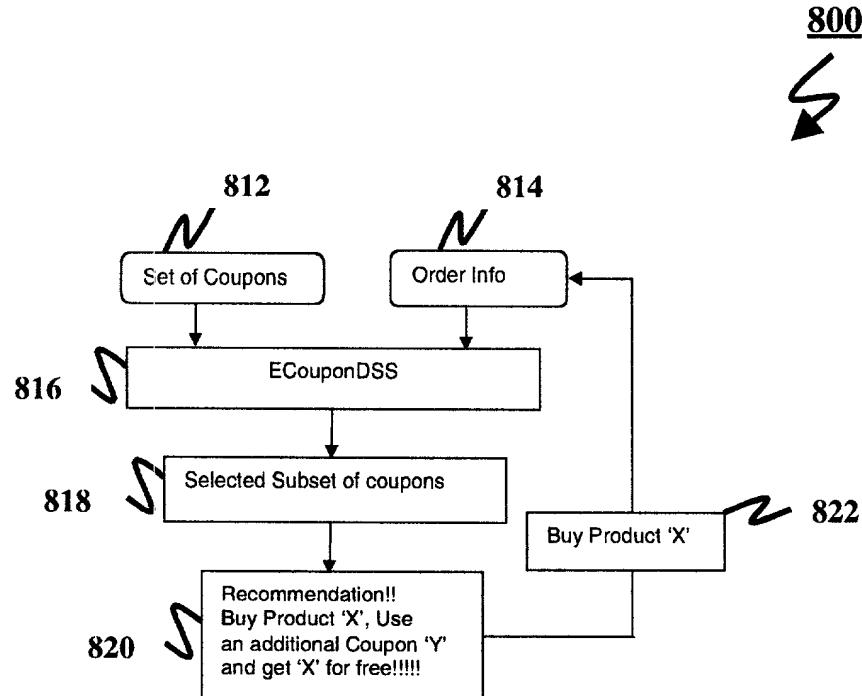


FIG. 8

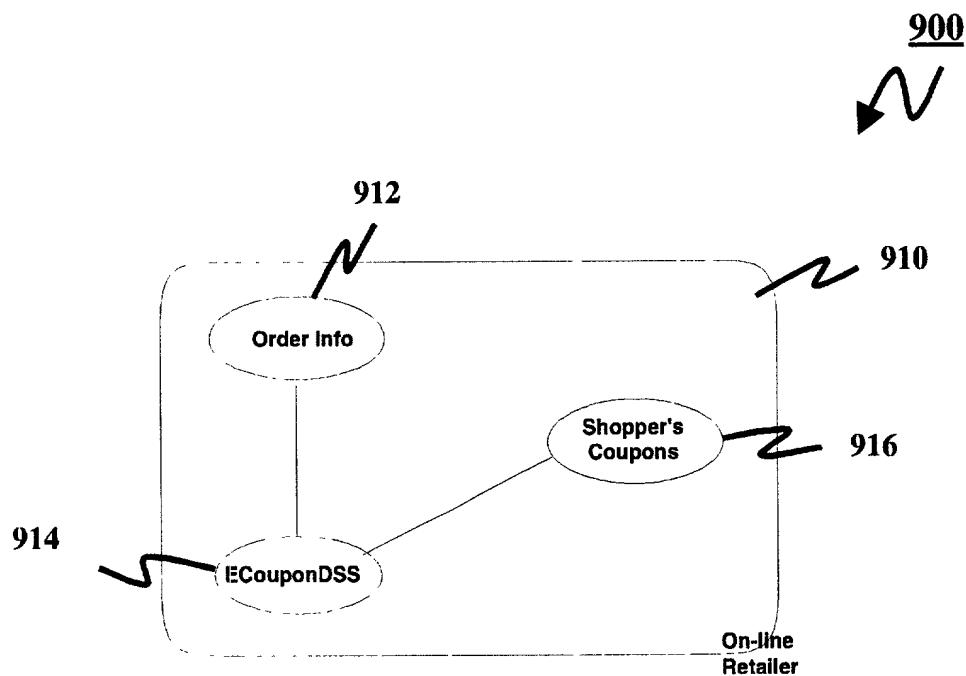


Figure 8 : ECouponDSS and Shopper's Coupons at Retailer's

FIG. 9

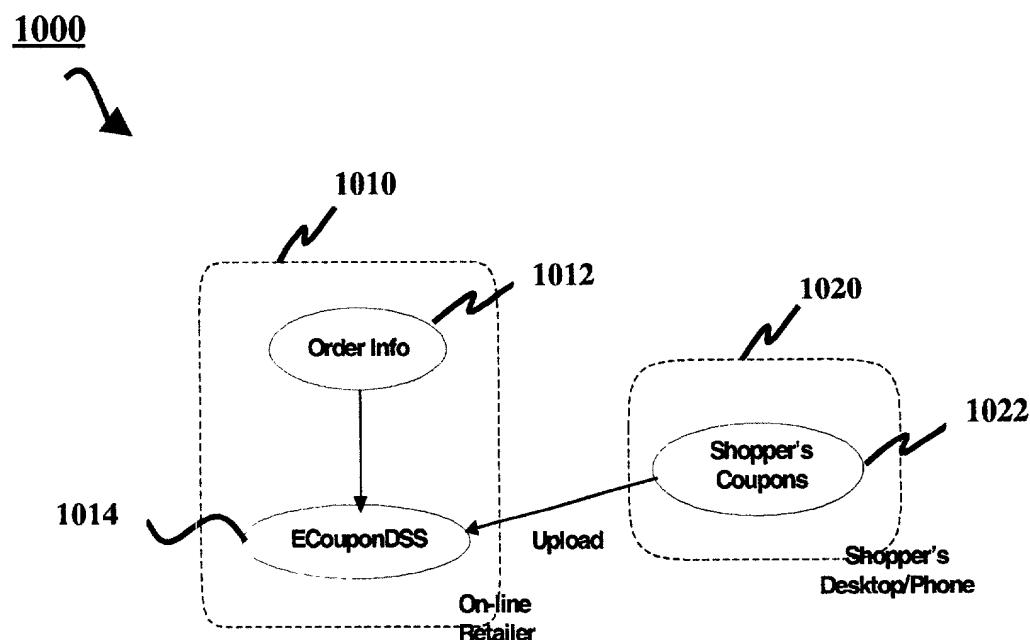


FIG. 10

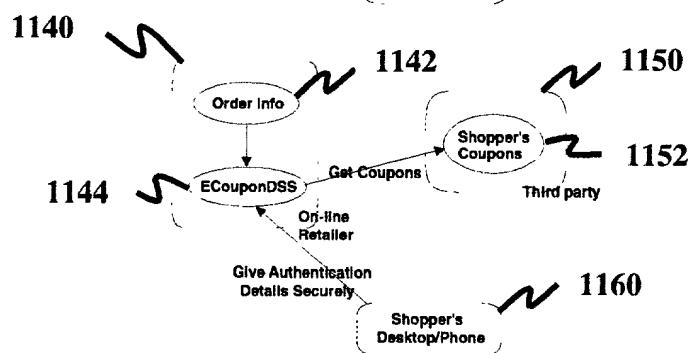
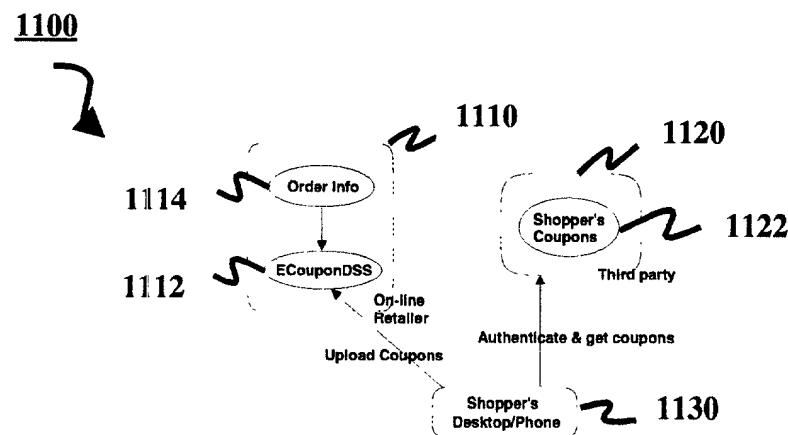


Figure 10: ECouponDSS at Retailer's site and Shopper's Coupons at third party

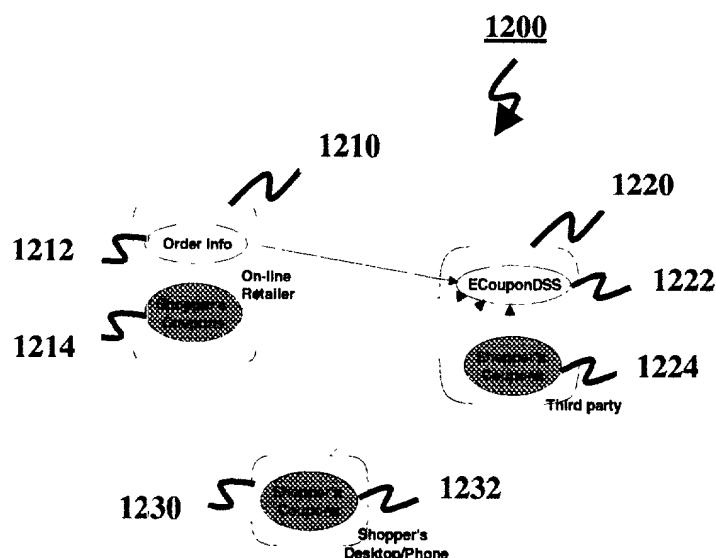


Figure 11 : ECouponDSS at third party and
Shopper's Coupons at Retailer, third party or local device

FIG. 12

1300

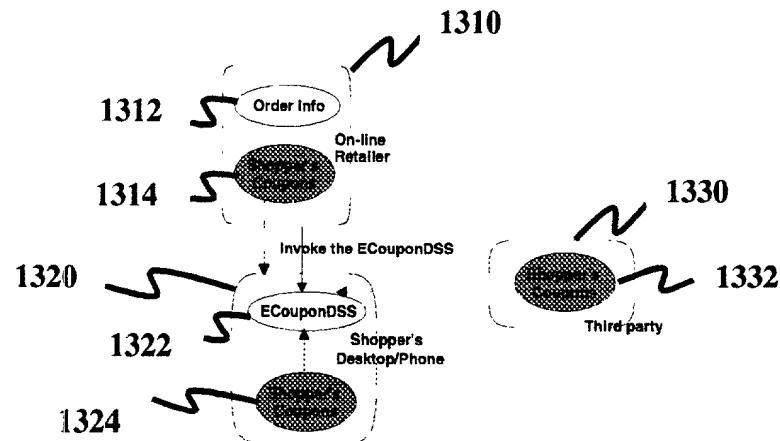


Figure 12 : ECou onDSS at local device and
Shop's Cou ons at Retailer, third art or local device

FIG. 13

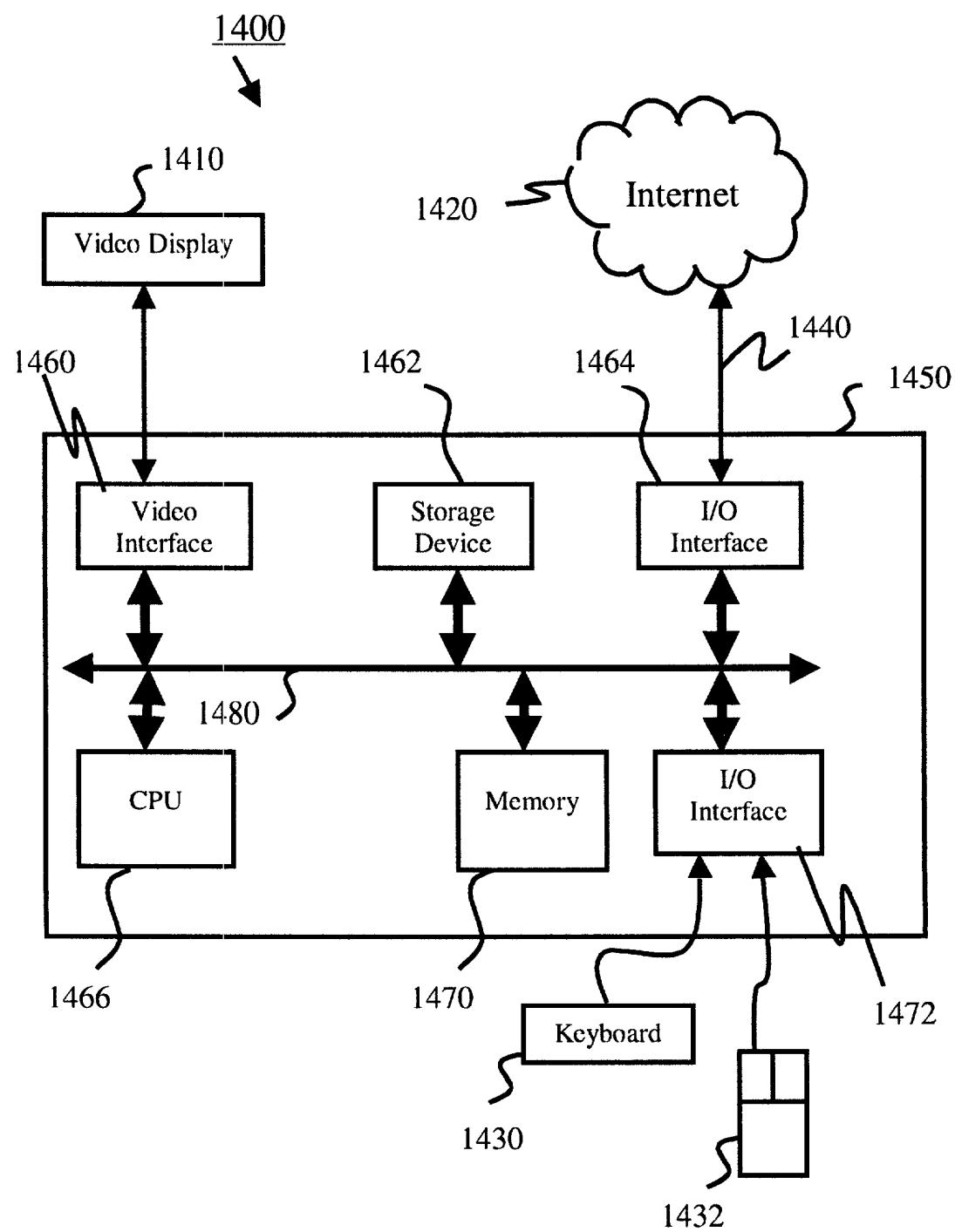


FIG. 14